

B.Sc.(IT) Semester - 5 (CBCS) Examination**Oct/Nov. - 2021(Old Course)****CS-27 SEARCH ENGINE TECHNIQUES AND DIGITAL TECHNOLOGY TRENDS (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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- Q.1(A) **Attempt The Following** (04)
1. What is full form of PPC?
 2. _____ is popular search engine in China.
 3. In Analyzing Ranking Factors, _____ is based on a cumulative link analysis of all the links to the domain.
 4. What is full form of SERP?
- Q.1(B) **Attempt The Following (Any One)** (02)
1. What is vertical search?
 2. What is adaptive search?
- Q.1(C) **Attempt The Following (Any One)** (03)
1. Discuss searchers behavior in context to click tracking
 1. What is horizontal search? Explain.
- Q.1(D) **Attempt The Following (Any One)** (05)
1. Explain analyzing ranking factors.
 2. Write note on Crawling, indexing and Ranking in brief.
- Q.2(A) **Attempt The Following** (04)
1. In SWOT, _____ is internal and helpful.
 2. Use SEO for _____ tactic when you need to change minds or influence decisions/thinking around a subject.
 3. What is full form of ROI?
 4. 302 redirect is _____ (Permanent / Temporary) redirect.
- Q.2(B) **Attempt The Following (Any One)** (02)
1. Explain SEO for reputation management.
 2. What is benchmarking current ranking?
- Q.2(C) **Attempt The Following (Any One)** (03)
1. Explain elements of audit to identify SEO problems in existing website.
 2. Why is it necessary to maintain timeline of site changes?
- Q.2(D) **Attempt The Following (Any One)** (05)
1. Explain SEO for raw traffic in detail.
 2. Explain business assets which can be leveraged for SEO.
- Q.3(A) **Attempt The Following** (04)
1. URLs should not be case sensitive to get SEO benefit. (True/False)
 2. For URLs, Descriptive text is better than numbers. (True/False)
 3. Long domain names are best to get SEO benefits. (True/False)
 4. Write full form of FQD.
- Q.3(B) **Attempt The Following (Any One)** (02)
1. When should we use TLD other than .com?
 2. Write two tips to optimize flash contents.
- Q.3(C) **Attempt The Following (Any One)** (03)
1. When should we use sub domain?
 2. List tips to optimize domain name.

- Q.3(D) **Attempt The Following (Any One)** (05)
1. Write a note on indexable contents.
 2. Discuss duplicate content issue in detail.
- Q.4(A) **Attempt The Following** (04)
1. Universal search is also called as _____
 2. Google Analytics is paid tools from Google. (True / False)
 3. Google Adword Keyword Planner displays the relative competitiveness of the keyword. (True/False)
 4. Google Drive is vertical search. (True / False)
- Q.4(B) **Attempt The Following (Any One)** (02)
1. What is Google Trends?
 2. How can we optimize product search?
- Q.4(C) **Attempt The Following (Any One)** (03)
1. How can we optimize local search?
 2. Describe opportunity in vertical search.
- Q.4(D) **Attempt The Following (Any One)** (05)
1. Describe Image Search Optimization Tips in detail.
 2. Write a note on leveraging the long tail of keyword demand.
- Q.5(A) **Attempt The Following** (04)
1. AR stands for _____
 2. Decentralization is the characteristic of block chain. (True / False)
 3. Each block in block chain contains a cryptographic hash of the previous block. (True/False)
 4. VR stands for _____
- Q.5(B) **Attempt The Following (Any One)** (02)
1. What is VR?
 2. Explain opportunities in AR.
- Q.5(C) **Attempt The Following (Any One)** (03)
1. Explain digital business opportunities.
 2. What are the risks in digital business adoption?
- Q.5(D) **Attempt The Following (Any One)** (05)
1. What is block chain technology? Explain in detail.
 2. Differentiate digital business and e-commerce.
